

**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of the Claims:**

Claims 1 - 34 (cancelled)

Claim 35 (new):        A method for a transmission of additional information in a communication system, comprising the steps of:

transmitting a set-up signal to negotiate a communication context between a first user station and a second user station, each user station having an associated user, and wherein the set-up signal includes additional information;

receiving the set-up signal including the additional information at the second user station;

displaying the additional information at the second user station; and

processing at least one fee-based transaction associated with at least one of the communication context and the transmission of additional information.

Claim 36 (new):        The method as recited in claim 35, further comprising the step of each user station activating a clearance to enable at least one of the transmitting and the receiving the additional information.

Claim 37 (new):        The method as recited in claim 35, further comprising the step of transmitting user information associated with the first user station to the second user station.

Claim 38 (new):        The method as recited in claim 35, wherein the additional information includes advertisements.

Claim 39 (new):        The method as recited in claim 35, wherein the displaying of additional information at the second user station is performed during a call signaling.

Claim 40 (new): The method as recited in claim 37, further comprising the step of displaying the user information associated alternately with the additional information at the second user station.

Claim 41 (new): The method as recited in claim 35, wherein the additional information includes an additional information model selected from a plurality of additional information models.

Claim 42 (new): The method as recited in claim 35, further comprising the step of inputting a code associated with the additional information to select the additional information that is to be transmitted.

Claim 43 (new): The method as recited in claim 38, wherein the transaction includes awarding at least one bonus point to at least one of the users associated with the first user station and the second user station based on the advertisement that is transmitted.

Claim 44 (new): The method as recited in claim 38, further comprising the step of customizing the advertisement based on the location of the second user station.

Claim 45 (new): The method as recited in claim 35, wherein the user associated with the second user station can activate a filter to selectively block the transmitting of the additional information.

Claim 46 (new): The method as recited in claim 35, wherein the additional information is stored in an additional information device linked to the first user station and the second user station via the communications system.

Claim 47 (new): The method as recited in claim 36, wherein the step of activating the clearance for receiving additional information allows the user station to transmit additional information.

Claim 48 (new): The method as recited in claim 35, further comprising the step of prompting the second user station for authorization to display the additional information prior to displaying the additional information.

Claim 49 (new): An exchange device for a communications system, comprising:  
an exchange unit configured to receive a communication context request from a first user station and establish a communication context between the first user station and a second user station, each user station having an associated user;  
an additional information device configured to store a plurality of additional information to be transmitted to at least one user station; and  
a fee recording unit configured to process data pertaining to fees for at least one transaction associated with at least one of the communication context and a transmission of additional information,  
wherein the exchange unit establishes the communication context through a transmission of a set-up signal, the set-up signal including at least one additional information.

Claim 50 (new): The exchange device as recited in claim 49, further comprising a data processing unit linking the additional information to the communication context.

Claim 51 (new): The exchange device as recited in claim 49, wherein the additional information device is configured to select at least one additional information from the plurality of stored additional information based on an identity of the user associated with the second user station.

Claim 52 (new): The exchange device as recited in claim 49, wherein the additional information device is configured to selected at least one additional information from the plurality of stored additional information based on at least one of a first location associated with the first user station and a second location associated with the second user station.

Claim 53 (new): The exchange device as recited in claim 49, wherein the exchange device is configured to process at least one clearance associated with each user station indicating whether the user station is enabled for at least one of receiving and transmitting additional information.

Claim 54 (new): The exchange device as recited in claim 53, wherein the fee recording unit is configured to include the clearance in processing the data pertaining to fees.

Claim 55 (new): The exchange device as recited in claim 49, wherein the additional information includes a format of data cards.

Claim 56 (new):        A user station for a communications system, comprising:

- an interface configured to establish a link to the communications system and at least one other user station;
- a data memory for storing data including at least one of image data, audio data, video data and multimedia data;
- a display for displaying at least one of the data and additional information;
- a transmitting unit configured to transmit at least one of data and additional information over the communications system via the interface; and
- a processor unit for processing a clearance indicating whether the user station is enabled for at least one of receiving and transmitting data.

Claim 57 (new): The user station as recited in claim 56, wherein the data includes a format of data cards.

Claim 58 (new): The user station as recited in claim 56, wherein the additional information includes a format of data cards.

Claim 59 (new): The user station as recited in claim 56, wherein the data and the additional information is displayed alternatingly on the display.

Claim 60 (new): A system exchange device having a computer readable medium, the computer readable medium including a control program configured to:

- transmit a set-up signal to negotiate a communication context between a first user station and a second user station, each user station having an associated user, and wherein the set-up signal includes additional information;

- receive the set-up signal including the additional information at the second user station;

- display the additional information at the second user station; and

- process at least one fee-based transaction associated with at least one of the communication context and the transmission of additional information.

Claim 61 (new): A user station having a computer readable medium, the computer readable medium including a control program configured to:

- establish a link to the communications system and at least one other user station;

- store data including at least one of image data, audio data, video data and multimedia data;

- display least one of the data and additional information;

- transmit at least one of data and additional information over the communications system via the interface; and

- process a clearance indicating whether the user station is enabled for at least one of receiving and transmitting data.